

Anniversary Month Concerts
 In the Grand Court at 9, 11 and 4:50
 Familiar Melody at 11:15, with
 Chimes at Stroke of 12.
 In Egyptian Hall at 3:30

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
 Unsettled

Running a Race Requires Strength, Dieting and Grit

A man's best record, so far as present information at hand, is one minute and fifty-two and three-fifths seconds on a half-mile run.

Outdoor exercise in tennis, croquet and golf counts tremendously for good and adds to efficiency of professional and business men and women.

President Benjamin Harrison regarded the walks he took every day during his presidency as of the utmost importance to his health and clearness of brain.

Any man may walk a mile in his ordinary gait, on a level road, in eighteen minutes and make three or three and a half miles easily in an hour.

Speed and distance, however, are not so important as the swinging of the arms and legs in the open air for an hour or more.

It is not possible, always, to walk from home to business, but now that business hours are shortened, by an early start many could do it with benefit to health.

The public compliments us continually on the air and ventilation that our Store building gives.

[Signed] *John Wanamaker*

March 3, 1919.

A Woman's Jersey Topcoat Speaks for Favor

No woman who has seen it has the slightest doubt that the favor will be forthcoming.

The coat is of exceedingly soft, firm jersey cloth in warm heathery tones of brown and green and gray; it is cut with a beautifully straight back which has an inverted pleat, the latter plainly suggested by an officer's overcoat and the front is straight, with four capacious pockets. Also there is a belt.

The price is \$39.50.

(First Floor, Central)

Well-Dressed Girls Are Choosing Spring Capes

to wear over their new frocks. They are so pretty and make such graceful, becoming wraps the reason for their popularity is readily discovered.

There are capes and dolman capes of dark blue serge, of soft wool velours and silver-tones in sand shades and blue shades. Some are half, others entirely lined. Some have yokes, some hoods and some large collars.

6 to 14 and 15 and 17 year sizes—\$13.75 and \$45.

(Second Floor, Chestnut)

Late Comers From Paris New Garnitures and Collars

They arrived on a recent steamer and are extremely new and different.

Done on fine black net, they are in new, though somewhat conventional, shapes—the deep black square collar and round and pointed effects. The net, however, is just the background for the French idea of soft wool embroidery, combined with chenille or gleaming beads. And some are worked out in jet beads.

Use them on your new Spring gowns and blouses—you'll need little else for their adorning.

(Main Floor, Central)

New Silk Tricolettes Have Many Uses

Women are buying them for whole gowns, for sports clothes and for lingerie.

They are delightful for Spring and Summer wear, are light weight and come in such charming colors as flesh pink, old rose, taupe, Belgian blue, burgundy, navy and ivory, as well as white and black.

36 inches wide—\$2.75 a yard.

(Main Floor, Central)

New Waists of Georgette

The first has a Greek key decoration in color—red on white, horizon blue on white and navy on bisque, and costs \$10.50.

The second is embroidered and beaded, and colors are horizon blue, bisque and black with white, pleated panels and collars, \$10.75.

The third is white and flesh color, embroidered and trimmed with imitation Venise lace, \$13.50.

(Third Floor, Central)

Here's a Special—6000 Yards Cotton Voile 38c Yard

New Spring designs, too—and a fine cotton voile of a quality we've sold right over our counters for a third more.

There are white and colored grounds, light and dark effects and at least thirty different and attractive dotted, figured, all-over or scroll designs.

Use it for pretty Spring and Summer frocks and think how inexpensive they'll be.

(West Aisle)

22 Styles of Women's New Low Shoes at \$6

Patent leather, black and tan calfskin and black and tan kidskin are the leathers used and there are both pumps and oxfords in the group.

High and low heels on both kinds and among the oxfords some Louis heels.

In fact, a woman can find among these \$6 shoes footwear for any occasion. The low shoes will meet, and styles to suit any taste.

(First Floor, Market)

Why Leave Anything to Chance in Buying a Piano?

To say nothing of the disappointment of getting an inferior piano, the money loss amounts to anywhere from a few hundred dollars to a thousand or more.

A piano may sound right when you first hear it, or for some time thereafter, but only by getting a thoroughly good and honorable make can you be sure that the tone will last, and that it can be tuned successfully in the future.

Hundreds of instruments look and sound well in stores, but they will not LAST.

Chickering Schomacker Emerson Lindeman

Knabe Haines Bros. Marshall and Wendell J. C. Campbell

Here are eight of the best-known and best-liked pianos in America. Three of them are among the foremost ten pianos of the world. They are to be had at Wanamaker's only in Philadelphia, and we shall be glad to demonstrate any or all of them, without putting you under any obligation.

There are over fifty styles of pianos, player-pianos and reproducing pianos to choose from here at such a wide range of prices that any one can be suited. And any instrument may be bought on convenient terms if you prefer.

(Egyptian Hall, Second Floor)

For Her Coiffure

In the fashionable shapes and sizes there are combs of imitation shell set with rhinestones in effective designs, \$5.50 to \$24.50 each.

Hairpins to use separately or with the combs, \$2.50 to \$9.50 each.

Curved combs in imitation shell, in many styles, from the medium sizes on up to the picturesque, high Spanish comb, \$2 to \$9 each.

(Jewelry Store, Chestnut and Thirteenth)

A Beautiful Showing of Mocha Handbags

Soft, velvety, glove-like mocha makes such charming Spring handbags and adapts itself so well to gentle shades of gray, taupe, tan and brown.

These mocha bags range in size from a dainty little thing just big enough for a woman to get her hand into to a large, full bag. There are many shapes and various style of frames, with tortoise-shell-finish celluloid as the favorite.

One style has a double frame, making two bags in one, and another has mirror top.

Prices go from \$7.50 to \$18.

(Main Floor, Chestnut)

Women's Fine Walking Shoes

The Exclusive Little Boot Shop has just received them. They are dark brown kid-skin oxfords with long vamps and 1 3/4-inch Cuban heels, and their price is \$12.

(First Floor, Market)

Ribbons to Make Those Fashionable Vests—

which tailored suits for Spring display, are in richly brocaded weaves and gorgeous colorings.

They are 9 3/4 inches wide, come in beautiful brocaded effects in light and dark combinations and are \$2.50 and \$4 a yard.

(Main Floor, Central)

Georgette Satin Ribbons—for Hat Bands—

are those shimmering pretty ribbons so much in fashion now. They are 2 1/4 inches wide, come in such gay colors as coral, gold, green, violet, rose and other shades and are 75c a yard.

(Main Floor, Central)

Needles Are Flying—and Longcloth Is in Request—

for the Spring and Summer sewing. We've some particularly good longcloth at \$2.15 a piece—a quality which ordinarily sells for more.

It is 36 inches wide and there are 10 yards to each piece.

(First Floor, Chestnut)

The Scented Trail

SCENE—West Aisle
 TIME—Any day in March

Two customers have just entered the Juniper street door.

First Customer, sniffing—“Ah, that reminds me—smell that soap?”

Second Customer—“Here it is, right on this counter—it's WANAMAKER'S HARD-WATER SOAP.”

First Customer—“I know it is—we always use it at home. My wife uses it to scrub the youngsters, shampoos their heads with it and uses it herself. And I like it myself—even use it for shaving.”

Second Customer—“Yes, that's the way we use it at our house. Might as well get our supply now—it's always cheaper in March and we stock up then. Let me see, we allow a dozen cakes apiece, there are six of us—send me six dozen cakes—\$1 a dozen, isn't it? There's economy for you!”

First Customer—“Economy! That's our family's middle name—I'm going to get our allotment right now—this minute. (To salesperson) Will you please send me four dozen cakes (gives name and address)?”

Both Customers—“There—that's settled!” Walk down aisle wearing smiles of satisfaction.



Women's Novelty Silk Skirts at \$5.75

Gay plaid and striped tafeta—new Spring silks, all of them.

Made in new styles, all gathered, with wide girde and novelty pockets.

Also a little group of black poplin skirts, in a full-shirred style, with a deep pointed yoke and fancy pockets.

They are wonderfully good for \$5.75.

(East Aisle)

THE Women's Underclothes Store has just received some of the daintiest and prettiest of hand-embroidered envelope chemises from the Philippines—priced from \$3.25 to \$8.50.

(Third Floor, Central)

To Housewives Only

A SAUCE PAN of pure sheet aluminum has the “sun-burst” finish—which means that it will not discolor any acid food cooked in it; and a cool hollow handle, besides, 80c.

AN ALUMINUM coffee pot with a detachable handle has the further merit of no seams, and a non-rustable hinge, \$2.70.

CORN CAKES of various sorts have not lost their favor merely because Mr. Hoover lets us have wheat flour. Here is a corn pone baking pan of aluminum with the “pans” like ears of corn, \$2.75.

IF ANYBODY asked us what we considered our very best wash boiler we should say a certain medium-sized one with heavy copper bottom. Prices are \$2.90, \$3.60, \$4 and \$4.45.

A STRONG solid bread box of Japanned tin has all its joints wired and soldered, not to mention having its ends ventilated, \$1.95.

THE lamb's-wool duster is ideal for the perfect housekeeper—it can be washed with warm water and any good soap. With 65-inch wooden handles, \$2.

A GRAY ENAMEL double boiler, free from chips and holding 1 3/4 quarts, is in the sale at \$1.25.

A KITCHEN TABLE of clean knotless white wood would be an ornament to any kitchen. It has a drawer and is 42 inches long. Price, \$4.85.

THE Blackbird clothesline is as near as possible to being sagless. Prices from \$1.25 for 50 feet to \$2.50 for 100 feet.

THE J. W. Ajax step ladder has runners of solid hickory screwed, not nailed, on with double supports under the steps, \$2.70.

WHISK BROOMS of clean, good broom corn, 28c to 45c.

STRONG, well-made clothes baskets of willow are \$1.90 for the 27 inch to \$2.70 for the 30-inch size, several sizes in between.

(Fourth Floor, Central and Market)

Trim, New House Dresses—\$1.75

Comfortable, trim, well-fitting house dresses are a great help and convenience to the woman who does her own housework.

These new dresses are of blue chambray, with a long roll collar of white pique, and are particularly good for their price, \$1.75.

(Third Floor, Central)



New Dinner Sets—and Very Unusual—Added to the China Sale

One of the new lots comprises a special purchase of imported china sets to sell for \$45, \$50 and \$60 a set, which means a saving of \$20, \$25 and \$40 a set.

In this group there are two border patterns, one with coin-gold handles; also a coin-gold band decoration with a band of ivory and coin-gold handles.

The other new arrivals consist of American semi-porcelain dinner sets in border patterns with gold-traced handles, and these are priced at \$22.50 and \$25 a set, the usual prices being considerably higher.

All the sets in both groups are made up of 107 pieces, our full standard combination.

The entire range of selection in dinner sets goes from \$17.50 for American sets up to \$200 for a superb set of French china.

It is a very fine collection, remarkably low priced and displayed so as to make choosing easy, convenient and satisfactory.

Rich cut glass is a sparkling feature of the Sale. There is a brilliant selection of pieces at savings of one-third to one-half. No dull, inferior pieces included.

(Fourth Floor, Chestnut)

Books New and Worth While

“**Marshal Ferdinand Foch**,” by A. Hilliard Atteridge, is a biography which discusses the military theories and military successes of Marshal Foch in a manner intelligible to the general reader of current history. \$2.50.

“**The World War and Its Consequences**,” lectures by William H. Hobbs, Professor of Geology, University of Michigan. The subject is

patriotism, and the lectures were delivered at the University during the summer session of 1918. \$2.50.

“**English Literature During the Last Half Century**,” by John W. Cunliffe, Professor of English in Columbia University. A book which runs from Meredith to the Irish Movement and the New Novelists, and provides “assistance in reading the

(Main Floor, Thirteenth)

authors themselves—no substitutes for it.” \$2.

“**Gregg**,” by Fleta Campbell Springer. A psychological mystery story. \$1.50.

“**The Official Aero Blue Book and Directory, 1919**.” Price \$5.

“**Remaking a Man**,” by Courtenay Baylor, of the Emmanuel Movement, Boston. A book treating of one successful method of mental re-fitting. \$1.25.

Boys' Spring Suits That Stand the Test

The test of a boy's suit is in the wear.

These new Spring suits are made to meet it.

They are sound in fabric and in tailoring. And they are modeled on the best lines.

In a word—they are Wanamaker suits, and they look it.

The new showing is quite large.

Prices \$20 to \$28. Sizes for boys of 8 to 18 years.

(Second Floor, Central)

Every March We Re-cover Umbrellas at Special Prices

So it's a good time to bring out all your umbrellas that need new covers. Just read these prices:

American taffeta (cotton) covers, 96c; better grade with silk selvedge, \$1.35.

Silk-warp covers, \$1.85 and \$2.35.

Satin gloria covers, \$2.85.

All-silk in black and the fashionable colors, \$4.

The work is done satisfactorily and well, and these prices are a third less than regularly, and April is coming!

(Main Floor Gallery, Market)

Now Is the Time

to prune and spray the fruit trees, vines and bushes; and you will find all the necessary articles for such work in the House Furnishings Store.

(Fourth Floor, Central)

Men's Handsome Pajamas of French Silk and Cotton

A beautiful fabric with little jacquard figures to give it spirit, and in agreeable shades of lavender, pink, green and gray, and white.

These pajamas were made in our own factory by expert custom shirt hands and are cut full and roomy. They are perfectly plain, with surplice neck and fine buttons.

Price \$12.

(Main Floor, Market)

Back to the Comforts of a Union Suit

“One of the best things about getting back to civilian clothes,” said a soldier the other day, “is getting back to the solid comfort of a union suit.”

Very few men who have ever worn union suits will be satisfied with two-piece underwear again.

Union suits in all weights and sizes, \$1.25 to \$15.

Special at 75c

1200 nainsook union suits in athletic style—sleeveless and knee length. All first-grade goods correctly made.

(Main Floor, Market)

400 White Blankets Special at \$4 a Pair

Made of fine selected cotton in double-bed size. At the reduced price of \$4 a pair they are under prevailing wholesale cost.

Three other specially priced groups include White single-bed blankets, woven of clean cotton yarn with a thick soft finish, special at \$3.75 a pair.

White double-bed size blankets, woven of cotton and wool, special at \$5 a pair.

White extra-large blankets, woven of fine cotton and wool, special at \$6.50 a pair.

All have borders of pink or blue.

(Sixth Floor, Central)

IN the Lamp Sale there are still plenty of those rather wonderful silk lampshades—of all sizes from 4 inches for candles to 26 inches for floor lamps. They are all samples—consequently the variety is very great.

(Fourth Floor, Central)